

Subcommittee to Improve Website Promotion of Thorold's Parks, Trails and Recreation

This sub-committee would focus on improving the City's Parks Trails and Recreation website

<https://www.thorold.ca/en/recreation-and-culture/parks-trails-and-sports-fields.aspx> to enhance awareness and better promote Thorold's parks, trails and recreation opportunities.

Some aspects of the current website are problematic. For example, the way the content on the page is laid out may not effectively communicate information of greatest interest to the website visitor. Some of the links provided are broken. There isn't much Thorold specific Trails content (e.g. Laura Secord Legacy Trail? Mel Swart Lake Gibson Park?) with much more emphasis placed on the Waterfront Trail (Niagara on the Lake to Port Colborne).

This sub-committee would be comprised of 3 or 4 PTRC members (including myself), dedicating extra time and effort for approximately six months. The goal of the sub-committee would be to report back to the PTRC with recommendations in September 2023.

This subcommittee's work supports two key Parks, Trails and Recreation Master Plan Recommendations:

PR8 – “Use the renewed City website to promote the availability of opportunities to participate in all types of recreation under a collective heading...”

PR9. “Develop a one-stop, search-based information portal to all community programs/activities.”

This sub-committee's work will involve:

- learning from City staff and analyzing our website analytics to provide information on current use and gaps for searching information on parks, trails and recreations services
- assessing which specific links should be provided to related organizations, community groups or trail description links (e.g. Ontario Hiking.com). This adheres to Master Plan Recommendation PR13
- reflecting standard website design principles including functionality, navigability, visual hierarchy, etc.